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APPLICANT : SHISEIDO CO LTD;

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TITLE : WATER-IN-OIL TYPE EMULSIFIED COSMETIC

ABSTRACT : PURPOSE: To obtain the subject nonsticky cosmetic stable in its emulsified system even in high-temperature environments, light in stretchability on the skin, containing an ultraviolet blocking agent, organomodified clay mineral, volatile ingredient, spherical resin powder, and film-forming agent.

CONSTITUTION: This water-in-oil type emulsified cosmetic containing an ultraviolet blocking agent also contains, as active ingredients, 0.1-1.5wt.% of organomodified clay mineral, 20-60wt.% of a volatile ingredient (e.g. isoparaffin), 0.5-20wt.% of spherical resin powder (e.g. nylon powder), and 0.1-30wt.% of a film-forming agent. The ultraviolet blocking agent is e.g. an ultraviolet absorber (e.g. p-aminobenzoic acid) or ultraviolet scattering agent (e.g. titanium dioxide); for the organomodified clay mineral, a commercial product (trade name: BENTON-38) made by treating in advance water-swellable clay mineral (e.g. montmorillonite) with a quaternary ammonium salt-type cationic surfactant may be used. This cosmetic hardly causes powder's dropping off due to rubbing, being excellent in water resistance and stability, also causing no secondary sticking of the formulated powder onto clothing etc.

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